

CITY OF MIAMI BEACH  
Office of the City Manager  
Letter to Commission No. 198-2004

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**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** August 2, 2004

**From:** Jorge M. Gonzalez  
City Manager



**Subject:** Fall 2004 Recreation Review Magazine

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We are pleased to present you with the fall 2004 **Recreation Review**. This issue represents yet another step toward excellence for the Parks & Recreation Department. The National City-County Communications & Marketing Association (3CMA) has selected the publication as one of three finalists from nearly 700 entries for the 2004 Savvy Award. The winner of the 2004 Savvy Award which recognizes overall creativity, quality of content, design, production and budget will be announced at the 3CMA national conference that will be held in September in Denver, Colorado.

This is the fourth **Recreation Review** issue to be mailed directly to the more than 56,000 Miami Beach households and is anticipated to reach the residents' mailboxes the first week of August. It continues to achieve customer service excellence while responding to recommendations from our residents, customer focus groups and various Parks and Recreation boards.

Advertising sales to offset increased costs for mailing have grown to approximately \$22,000 for this issue. The magazine itself has expanded to 32 pages to accommodate Parks & Recreation program information and news, as well as advertisements. A full color Spanish version and alternate formats for persons with disabilities are also available.

You are invited to visit our facilities and experience firsthand recreational programs that offer something for everyone!

Should you have additional questions, please contact Kevin Smith at (305)673-7730.

JMG/RCM/~~JS~~/jg  
Attachment

C:  
Robert C. Middaugh, Assistant City Manager  
Kevin Smith, Parks & Recreation Director

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